

Supply Chain Management Major Improvement Implementation Report Spring 2016

Five of the learning outcomes for the BBA degree are inherent to the various majors in the Fogelman College of Business and Economics. Faculty in the Department of Marketing and Supply Chain Management developed a sixth learning outcome (i.e., “students will be effective managers of the three key area of SCM: customer relationship management, operations management and control, and supplier relationship management.”) and three related objectives that are unique to completion of the Supply Chain Management major. Faculty developed a rubric for measuring the traits included in this outcome. The rubric was then used to provide direct measures of assessment in courses that faculty felt were appropriate for measuring the degree that the benchmark for the learning outcome has been met. Data were entered into an Excel Pivot Table and analyzed. Data was then placed into a pie chart format to make improve the ability of faculty to view the results of the Assessment of Learning process. The benchmark standard used by the College for each objective was adopted which requires that 75 percent of students being assessed fall into the Exemplary category. Otherwise, one or more recommendations for improvement will be made and implemented relating to that objective. The following URL provides access to the rubric and data assessment results.

<http://www.fcbeassessment.net/UGMajorsAssessment.htm>

Based on a review of results from the Assessment of Learning process, the following improvements were implemented.

1. Identify and interpret the logistics environment and then develop an effective logistics strategy to meet customer requirements. A review of the results from the assessment process indicated that 83 percent of the students assessed for this objective fell into the Exemplary category while 17 percent fell into the Good category. Nobody fell into the fair category.

- Although the objective was met, in the spirit of continuous improvement, the MSCM department will continue to monitor the progress of this objective, particularly in the SCMS 3620 class and seek to increase the percentage of students falling into the exemplary category.

2. Analyze and formulate appropriate plans needed to effectively manage and control operations. A review of the results from the assessment process suggested that the department was short of the desired learning outcome threshold, with 68 percent of students assessed for this objective being rated in the Exemplary category, and 32 percent in the Good category. Therefore, the MSCM Department makes the following recommendations for this area:

- The MSCM Department will place more emphasis on the application of theory to operations management in SCMS 4510. Instructors of these courses should place more emphasis on augmenting current coursework with discussions and assignments utilizing real-world business scenarios.

3. Integrate the needed components and develop recommendations for an effective purchasing strategy and communicate the details of the purchasing strategy in an effective and concise manner. A review of the results from the assessment process suggested that the department was short of the desired learning outcome threshold, with 61 percent of students assessed for this objective being

rated in the Exemplary category, and 39 percent in the Good category. Therefore, the MSCM Department makes the following recommendations for this area.

- The MSCM Department will improve students' ability to apply knowledge and theory to better understand the concepts of an effective purchasing strategy and how to communicate this strategy appropriately. The instructor in SCMS 3650 will help weaker students to understand how to develop a successful strategy and employ basic analytical tools relevant to strategy development. This will be done through hands on application and real world scenarios.

policy and business applications; ECON 4820 is a great opportunity to show how these policy and business tools can be implemented empirically.

3. Demonstrate knowledge of the application of economic theory to the global economy. A review of the results from the assessment process indicated that 32 percent of the students assessed for this objective fell into the Exemplary category while 36 fell into the Good category and 32 fell into the Fair category. Therefore, the department recommends the following improvements for instruction in this area:

- The Department of Economics will improve students' ability to apply economic theory to understand the global economy in the following courses: ECON 4350 (International Economics) and ECON 4351 (International Monetary Theory & Policy). Instructors of these courses will try to help weaker students master and employ basic analytical tools relevant to international trade theory and international macroeconomics; they will focus on relating this theory to more real-world issues in international trade policy, economic growth, and international macroeconomic policy.